

Planning Commission Communication

Department: Community Development CASE# PC-17-001 Owner/Applicant: Legacy CB, LLC 4717 Central Street Kansas City, MO 64112	Resolution No.	Planning Commission Meeting: 6/13/17
Subject/Title		
Amend the approved planned commercial development plan for The Marketplace Subdivision relative to attached signage.		
Background/Discussion		
<p>The Community Development Department has received an application from Legacy CB, LLC to amend The Marketplace Subdivision planned commercial development plan, relative to attached signage. The Marketplace Subdivision planned commercial development plan was approved Resolution No. 07-27 by City Council on January 8, 2007 and has been amended on three separate occasions to address signage in the shopping center, as follows:</p> <ol style="list-style-type: none"> 1. Resolution No. 07-191, approved by City Council on April 23, 2007 – Amendment relative to detached signage; 2. Resolution No. 13-242, approved by City Council on September 23, 2013 – Amendment relative to signage and building placement; and 3. Resolution No. 15-29, approved by City Council on January 26, 2015 – Amendment to ‘categories of tenants’ by building square footage relative to maximum allowed attached signage. <p>The applicant requests approval to amend the Marketplace Subdivision planned commercial development plan to allow ‘anchor’ and ‘major’ tenants to have a maximum of four attached category/department signs on their front building façade. The applicant also requests approval to allow said category/department signs to be illuminated with decorative “gooseneck” style lighting.</p> <p>An ‘anchor’ tenant is classified as having more than 100,000 square feet of leasable area and a ‘major’ tenant is classified as having 14,000-99,999 square feet of leasable area, as per the Marketplace Tenant Sign Handbook. Currently, each anchor and major tenant space is allowed one attached sign per façade with a maximum of three. All attached signs must internally illuminated unless they are illuminated by another concealed and/or decorative light source, as per as per the Marketplace Tenant Sign Handbook.</p> <p>CURRENT ZONING & LAND USE - The subject property is zoned Planned Commercial, within the RO/Recreation-Tourism Overlay District. The current zoning is consistent with the proposed development. The land to the east is zoned R-1M/Single Family Manufactured Housing District. Bluffs Regency and Bluffs Acres lie within that zoning district. The property located immediately south of the development is zoned I-2/General Industrial District. The land</p>		

to west is zoned A-2/Parks Estates and Agricultural. The Western Historic Trails Center entrance lies directly to the west.

CITY DEPARTMENTS AND UTILITIES – All appropriate City departments and utilities were notified of the proposed signage amendment. No adverse comments were received from any City department or utility regarding the request.

COMMENTS - The previously approved attached signage as described in the ‘Tenant Criteria Handbook’ as revised February 27, 2007, September 23, 2013 and January 26, 2015 shall remain in effect, except as modified below.

Category/Department Signage for Anchor and Major Tenants Only

1. Signage shall be individual letters mounted to the **front façade face of the building only**. No category/department signage will be allowed on the back or side of buildings.
2. All letters shall be internally illuminated unless illuminated externally with Landlord approved gooseneck lighting attached to building façade. No exposed lamps, globes, tubes will be permitted.
3. The maximum height of category/department signs shall not exceed 20 inches.
4. The number of category/department signs are subject to Landlords approval and vary depending on building design details and in no instance more than four (4) per tenant.

Recommendation

The Community Development Department recommends approval of the requested changes to allow category/department signage for major and anchor tenants only, as described above, for the proposed amendment to the adopted planned commercial development plan of The Marketplace Subdivision.

Attachment A: Proposed changes to The Marketplace Tenant Sign Handbook

Prepared by: Christopher N. Gibbons, AICP, Planner



LEGACY Development • 4717 Central Street • Kansas City, MO 64112
Tel 816.777.3500 • Fax 816.777.3501 • legacydevelopment.com

**AMENDMENT TO THE MARKETPLACE SIGN CRITERIA
FOR
MAJOR AND ANCHOR TENANTS ONLY**

GENERAL SIGN PARAMETERS

Category/Department Signage:

- Signage shall be individual letters mounted to the **front façade face of the building only**, no category/department signage will be allowed on back or sides of buildings.
- All letters shall be internally illuminated unless illuminated externally with Landlord approved gooseneck lighting attached to building façade. No exposed lamps, globes, tubes, will be permitted.
- The maximum height of category/department signs 20".
- The numbers of category/department signs are subject to Landlords approval and vary depending on building design details and in **no** instance more than four (4) per tenant.